

ADV # ADV. NAME FOLEY/S OBAMA/D/PRE/US REP. # OFF. # SALESMAN #  
 ADV # ADV. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULFMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)  
 WASHINGTON, DC 20007

ORDER # CONTRACT # 6312947 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1768 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP13/12 SEP17/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP18/12 15.19

REP: CREDIT  
 SPOTS CANCELED ON LN'S 5 AND 25  
 NEW TEL 637,720  
 \$ MOVED TO HDLN #6318737  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007

OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
5	S		400E-300P	30		\$250.00	9/13	9/14	1		TH-F	1
AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1768												
AGENCY PRODUCT CODE = 101												
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												

9/19/11 #44 (3)

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

25	S		630P-700P	30		\$5,000.00	9/16	9/16	0		SUN	0
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PROGRAM : NBC NEWS  
 CON COM1: NBC NEWS

SEP/12 37720.00

CONTRACT TOTAL 37720.00  
 TOTAL SPOTS 46

MARKET TOTALS \$65,575 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%  
 SHARES BASED ON ORIGINAL BUY AT LUR LEVEL. WTVT ESTIMATED, OTHER SHARES ACCURATE.

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES I-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 774 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Barack Obama/ D/ President	Submission Cost:	37720	Campaign Ref:	E:120912024
Buyer:	..	Client/Product/Estimate:	95 /101 /1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...TF..	03	650	30 Comme	Nbr of Spots	1	1	650
2	M-F 11a Daytime ...TF..	03	160	30 Comme	Nbr of Spots	2	2	320
3	M-F 1237a ET / 1137p CT Late Night ...TF..	03	200	30 Comme	Nbr of Spots	2	2	400
4	M-F 12p Today Show III ...TF..	03	200	30 Comme	Nbr of Spots	2	2	400
5	M-F 2p Rachael Ray ...TF..	03	250	30 Comme	Nbr of Spots	1	1	250
6	M-F 3p Doctors ...TF..	03	450	30 Comme	Nbr of Spots	2	2	900
7	M-F 4p Dr Oz ...TF..	03	600	30 Comme	Nbr of Spots	2	2	1200
8	M-F 5a News ...TF..	03	150	30 Comme	Nbr of Spots	2	2	300
9	M-F 5p News ...TF..	03	900	30 Comme	Nbr of Spots	2	2	1800
Weekly Totals: Total Spots(Ord Spots)					43	3	46	
Closed PR					2		2	

Local

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 774 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Barack Obama/ D/ President	Submission Cost:	37720	Campaign Ref:	E:120912024
Buyer:	..	Client/Product/Estimate:	95 /101 /1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
10	M-F 530a News ...TF..	03	250	30 Comme	Nbr of Spots 2		2	500
11	M-F 530p News ...TF..	03	900	30 Comme	Nbr of Spots 2		2	1800
12	M-F 6p News ...TF..	03	1200	30 Comme	Nbr of Spots 2		2	2400
13	M-F 6a News ...TF..	03	700	30 Comme	Nbr of Spots 2		2	1400
14	M-F 630p ET / 530p CT NBC Nightly News ...TF..	03	2000	30 Comme	Nbr of Spots 2		2	4000
15	M-F 7p News ...TF..	03	1000	30 Comme	Nbr of Spots 2		2	2000
16	M-F 7a Today Show ...TF..	03	900	30 Comme	Nbr of Spots 2		2	1800
17	M-F 730p Entertainment Tonight ...TF..	03	1000	30 Comme	Nbr of Spots 2		2	2000
18	M-F 9a Today Show II ...TF..	03	550	30 Comme	Nbr of Spots 2		2	1100
19	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	Nbr of Spots 1		1	3000
20	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots 1		1	3600
21	Sat 6p News	03	700	30	Nbr of Spots 1		1	700
Weekly Totals: Total Spots(Ord Spots)					43	3	46	
Closed PR					2		2	

Local

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 774 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Barack Obama/ D/ President	Submission Cost:	37720	Campaign Ref:	E:120912024
Buyer:		Client/Product/Estimate:	95 / 101 / 1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
22	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme	Nbr of Spots	1	1	650
23	Sat 9a News .....S.	03	300	30 Comme	Nbr of Spots	2	2	600
24	Sun 6p News .....S	03	750	30 Comme	Nbr of Spots	1	1	750
25	Sun 630p ET / 530p CT NBC Nightly News .....S	01		30 Comme	Nbr of Spots			
26	Sun 8a Today Show .....S	03	500	30 Comme	Nbr of Spots	1	1	500
27	M-Su 11p News ..TF..	03	1250	30 Comme	Nbr of Spots	2	2	2500
28	M-F 12p Today Show III M.....	03	200	30 Comme	Nbr of Spots	1	1	200
29	M-F 630p ET / 530p CT NBC Nightly News M.....	03	2000	30 Comme	Nbr of Spots	1	1	2000
Weekly Totals: Total Spots(Ord Spots)					43	3	46	
Closed PR					2		2	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
5	M-F 2p Rachael Ray	:30 Commercial	09/10/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120912024
25	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/10/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120912024

Local

Grand Totals

Totals		Month 9 Weeks: 5		09/17
Spots	46		43	3
Cost	37720		31920	5800

Grand Totals:

Spots:	46
Gross Total:	37,720.00
Commission:	5,658.00
Net Total:	32,062.00

REP HEADLINE# 0312947  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
SEP12/12 13.40  
\*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME FOLIE OBAMA/D/PRE/US REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME SPEER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

4050 N ST NW, SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 6312947 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1768 COMMENTS: (LINE, ORDER, INVOICE) E: 120912024

FLIGHT DATES SEP13/12 SEP17/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP12/12 13.40

REP: NEW ORDER  
TTL \$42,970 @48X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007  
OBAMA FOR AMERICA

AGENCY ADVERTISER CODE = 95  
AGENCY PRODUCT CODE = 101  
AGENCY EST# = 1768

PROGRAM : THE TONIGHT SHOW  
CON COM1: THE TONIGHT SHOW

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1237A	30		\$650.00	9/13	9/14	1		TH-F	1

9/13/12 FFC (S)







SEP 12/12 13.40  
\*\*\* WFTV-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE# :	:	:	:	:	:	:	: DATE :	: DATE :	: /WK :	: INVT :	:	: SPTS :
20			1000P-1100P PROGRAM : REVOLUTION CON COM1: REVOLUTION	30		\$3,600.00	9/17	9/17	1		MON	1
21			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$700.00	9/15	9/15	1		SAT	1
22			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$650.00	9/15	9/15	1		SAT	1
23			900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1: NEWSCHANNEL 8 SATURDAY	30		\$300.00	9/15	9/15	2		SAT	2
24			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$750.00	9/16	9/16	1		SUN	1
25			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$5,000.00	9/16	9/16	1		SUN	1
26			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$500.00	9/16	9/16	1		SUN	1
27			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$1,250.00	9/13	9/14	2		TH-F	2
28			1200N-130P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	9/17	9/17	1		MON	1

REP HEADLINE# 631274,  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP12/12 13.40  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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29			630P-700P	30		\$2,000.00	9/17	9/17	1		MON	1
PROGRAM : NBC NEWS CON COM1: NBC NEWS												

SEP/12 42970.00

CONTRACT TOTAL 42970.00  
 TOTAL SPOTS 48

MARKET TOTALS \$85,575 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES BASED ON ORIGINAL BUY AT LUR LEVEL. WTVT ESTIMATED, OTHER SHARES ACCURATE.

SVC- NSI  
 DEMOS- RA35+\*

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 765 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	42970	Campaign Ref:	E:120912024
Buyer:		Client/Product/Estimate:	95 /101 /1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/10	09/17	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...TF..	03	650	30 Comme	Nbr of Spots	1		1	650
2	M-F 11a Daytime ...TF..	03	160	30 Comme	Nbr of Spots	2		2	320
3	M-F 1237a ET / 1137p CT Late Night ...TF..	03	200	30 Comme	Nbr of Spots	2		2	400
4	M-F 12p Today Show III ...TF..	03	200	30 Comme	Nbr of Spots	2		2	400
5	M-F 2p Rachael Ray ...TF..	03	250	30 Comme	Nbr of Spots	2		2	500
6	M-F 3p Doctors ...TF..	03	450	30 Comme	Nbr of Spots	2		2	900
7	M-F 4p Dr Oz ...TF..	03	600	30 Comme	Nbr of Spots	2		2	1200
8	M-F 5a News ...TF..	03	150	30 Comme	Nbr of Spots	2		2	300
9	M-F 5p News ...TF..	03	900	30 Comme	Nbr of Spots	2		2	1800
Weekly Totals: Total Spots(Ord Spots)						45	3	48	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 765 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	42970	Campaign Ref:	E:120912024
Buyer:	..	Client/Product/Estimate:	95/101/1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
10	M-F 530a News ..TF..	03	260	30 Comme	2		2	500
11	M-F 530p News ..TF..	03	900	30 Comme	2		2	1800
12	M-F 6p News ..TF..	03	1200	30 Comme	2		2	2400
13	M-F 6a News ..TF..	03	700	30 Comme	2		2	1400
14	M-F 630p ET / 530p CT NBC Nightly News ..TF..	03	2000	30 Comme	2		2	4000
15	M-F 7p News ..TF..	03	1000	30 Comme	2		2	2000
16	M-F 7a Today Show ..TF..	03	900	30 Comme	2		2	1800
17	M-F 730p Entertainment Tonight ..TF..	03	1000	30 Comme	2		2	2000
18	M-F 9a Today Show II ..TF..	03	560	30 Comme	2		2	1100
19	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	1		1	3000
Weekly Totals: Total Spots(Ord Spots)					45	3	48	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
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Washington DC 20007

Barack Obama/ D/ President  
Submission Number 765 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	42970	Campaign Ref:	E:120912024
Buyer:		Client/Product/Estimate:	95 / 101 / 1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
20	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots	1	1	3600
21	Sat 6p News .....S.	03	700	30 Comme	Nbr of Spots	1	1	700
22	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme	Nbr of Spots	1	1	650
23	Sat 9a News .....S.	03	300	30 Comme	Nbr of Spots	2	2	600
24	Sun 6p News .....S.	03	750	30 Comme	Nbr of Spots	1	1	750
25	Sun 630p ET / 530p CT NBC Nightly News .....S	01	5000	30 Comme	Nbr of Spots	1	1	5000
26	Sun 8a Today Show .....S	03	500	30 Comme	Nbr of Spots	1	1	500
27	M-Su 11p News ...TF..	03	1250	30 Comme	Nbr of Spots	2	2	2500
28	M-F 12p Today Show III M.....	03	200	30 Comme	Nbr of Spots	1	1	200
29	M-F 630p ET / 530p CT NBC Nightly News M.....	03	2000	30 Comme	Nbr of Spots	1	1	2000
Weekly Totals: Total Spots(Ord Spots)					45	3	48	

Grand Totals

		Month 9 Weeks: 5	
Totals		09/10	09/17
Spots	48	45	3
Cost	42970	37170	5800

Grand Totals: Spots: 48

Gross Total: 42,970.00

Commission: 6,445.50

Net Total: 36,524.50



# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

## INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP\_: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV\_: Barack Obama/ D/ President  
PROD: Obama For America

2012  
INVOICE DATE: 09/30/12  
ORDER TYPE: Political  
WFLA I SS  
E:120912024  
WFLA  
INVOICE NUMBER: 0100032689  
PAGE: 1  
BROADCAST MONTH: 08/27/2012 - 09/30/2012  
SCHEDULE DATES: 9/10/12- 9/23/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 95 /101 /1768  
Desc: 06312947

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION			
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT	
M-F 1135p ET / 1035p CT Tonigh	650.00	1	1	9/14	FR	12:30A	30	OFA12P092	:30 Commercial	650.00	
M-F 11a Daytime	160.00	2	2	9/13	TH	11:46A	30	OFA12G104	:30 Commercial	160.00	
				9/14	FR	11:56A	30	OFA12G104	:30 Commercial	160.00	
M-F 1237a ET / 1137p CT Late N	200.00	3	2	9/13	TH	12:58A	30	OFA12G104	:30 Commercial	200.00	
				9/14	FR	01:12A	30	OFA12G104	:30 Commercial	200.00	
M-F 12p Today Show III	200.00	4	2	9/13	TH	12:29P	30	OFA12P092	:30 Commercial	200.00	
				9/14	FR	12:27P	30	OFA12P092	:30 Commercial	200.00	
M-F 2p Rachael Ray	250.00	5	2	9/13	TH	02:22P	30	OFA12P092	:30 Commercial	250.00	
				9/14	FR		30			.00	Preempt S 250.00- pecial N ews Rpt
M-F 3p Doctors	450.00	6	2	9/13	TH	03:30P	30	OFA12G104	:30 Commercial	450.00	
				9/14	FR	03:34P	30	OFA12P092	:30 Commercial	450.00	
M-F 4p Dr Oz	600.00	7	2	9/13	TH	04:40P	30	OFA12G104	:30 Commercial	600.00	
				9/14	FR	04:57P	30	OFA12G104	:30 Commercial	600.00	
M-F 5a News	150.00	8	2	9/13	TH	05:23A	30	OFA12P092	:30 Commercial	150.00	
				9/14	FR	05:20A	30	OFA12P092	:30 Commercial	150.00	
M-F 5p News	900.00	9	2	9/13	TH	05:14P	30	OFA12G104	:30 Commercial	900.00	
				9/14	FR	05:23P	30	OFA12P092	:30 Commercial	900.00	

\*\*\* Continued \*\*\*

PERIOD COST 42,970.00

46 Total Units  
ACTUAL GROSS BILLING 37,720.00  
AGENCY COMMISSION 5,658.00  
NET DUE 32,062.00

Debits .00  
Credits 5,250.00-  
SUB-TOTALS 5,250.00CR  
TOTAL RECONCILING

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER: Barack Obama/ D/ President  
PRODUCT: Obama For America

INVOICE NUMBER: 0100032689  
BROADCAST MONTH: 08/27/2012 - 09/30/2012  
AMOUNT DUE: 32,062.00

REMIT TO:

\*00215

000038634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000038634 00000100032689 003206200 8





# WFLA-TV

## A MEDIA GENERAL STATION

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### INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV: Barack Obama/ O/ President  
PROD: Obama For America

2012  
INVOICE DATE 09/30/12  
ORDER TYPE Political  
WFLA I SS  
E:120912024  
WFLA  
INVOICE NUMBER 0100032689  
PAGE 2  
BROADCAST MONTH 08/27/2012 - 09/3  
SCHEDULE DATES 9/10/12- 9/23/12

REF#: 95 /101 /1768  
Desc: 06312947

Standard Broadcast Month  
TERMS, NET 30 DAYS

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 530a News	250.00	10	2	9/13	TH	05:53A	30	OFA12G104	250.00
				9/14	FR	05:40A	30	OFA12G104	250.00
M-F 530p News	900.00	11	2	9/13	TH	05:40P	30	OFA12P092	900.00
				9/14	FR	05:39P	30	OFA12G104	900.00
M-F 6p News	1200.00	12	2	9/13	TH	06:22P	30	OFA12P092	1200.00
				9/14	FR	06:28P	30	OFA12P092	1200.00
M-F 6a News	700.00	13	2	9/13	TH	06:22A	30	OFA12P092	700.00
				9/14	FR	06:53A	30	OFA12P092	700.00
M-F 630p ET / 530p CT NBC Night	2000.00	14	2	9/13	TH	07:00P	30	OFA12P092	2000.00
				9/14	FR	07:00P	30	OFA12G104	2000.00
M-F 7p News	1000.00	15	2	9/13	TH	07:12P	30	OFA12G104	1000.00
				9/14	FR	07:25P	30	OFA12P092	1000.00
M-F 7a Today Show	900.00	16	2	9/13	TH	07:28A	30	OFA12P092	900.00
				9/14	FR	07:29A	30	OFA12G104	900.00
M-F 730p Entertainment Tonight	1000.00	17	2	9/13	TH	07:45P	30	OFA12P092	1000.00
				9/14	FR	07:59P	30	OFA12G104	1000.00
M-F 9a Today Show II	550.00	18	2	9/13	TH	09:57A	30	OFA12P092	550.00
				9/14	FR	09:29A	30	OFA12P092	550.00
Fri 10p ET / 9p CT Dateline N8	3000.00	19	1	9/14	FR	10:32P	30	OFA12P092	3000.00
Mon 10p ET / 9p CT Revolution	3600.00	20	1	9/17	MO	10:29P	30	OFA12P092	3600.00
Sat 6p News	700.00	21	1	9/15	SA	06:27P	30	OFA12G104	700.00
Sat 7p Entertainment Tonight	650.00	22	1	9/15	SA	07:35P	30	OFA12G104	650.00
Sat 9a News	300.00	23	2	9/15	SA	09:09A	30	OFA12G104	300.00
				9/15	SA	09:28A	30	OFA12P092	300.00
Sun 6p News	750.00	24	1	9/16	SU	05:59P	30	OFA12Z118	750.00
Sun 630p ET / 530p CT NBC Night	5000.00	25	1	9/16	SU		30		.00
Sun 8a Today Show	500.00	26	1	9/16	SU	08:46A	30	OFA12P092	500.00
M-Su 11p News									

\*\*\* Continued \*\*\*

Preempt Advertiser Request 5000.00-

PERIOD COST	42,970.00	46 Total Units	ACTUAL GROSS BILLING	37,720.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	5,658.00	TOTAL RECONCILING	Credits	5,250.00-
			NET DUE	32,062.00			5,250.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON OC 20007

REP: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV: Barack Obama/ O/ President  
PROD: Obama For America

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SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
	1250.00	27 2	9/13 TH 11:30P 30 OFA12P092	1250.00	
			9/14 FR 11:33P 30 OFA12G104	1250.00	
M-F 12p Today Show III			*WFLA :30 Commercial		
	200.00	28 1	9/17 MO 12:51P 30 OFA12P092	200.00	
M-F 630p ET / 530p CT NBC Nigh			*WFLA :30 Commercial		
	2000.00	29 1	9/17 MO 06:59P 30 OFA12Z118	2000.00	
Total Airtime Gross Spot Revenue:			37,720.00		

PERIOD COST	42,970.00	46 Total Units		Debits	.00
		ACTUAL GROSS BILLING	37,720.00	SUB-TOTALS Credits	5,250.00-
		AGENCY COMMISSION	5,658.00	TOTAL RECONCILING	5,250.00CR
		NET DUE	32,062.00		

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